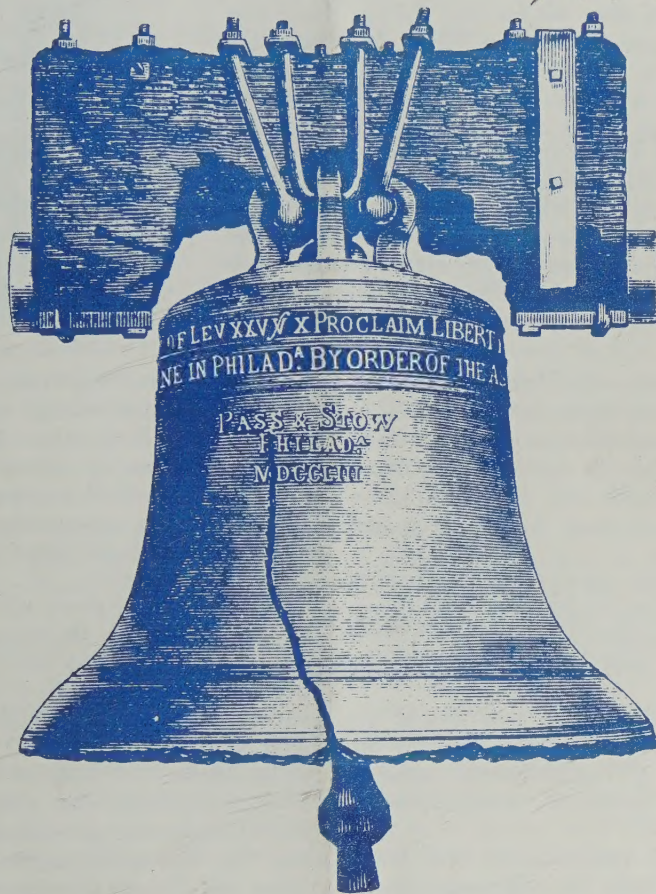


# Christian Statesman

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## FOURTH OF JULY PROCLAMATION

America has declared itself to be a nation under God.

It is at the same time a nation among many other nations, confronted equally with the perils and opportunities of the Nuclear-Space Age.

Independence Day affords us as a people, the occasion for turning again to the Author of our being, to inquire how we may best exercise the liberties for which our countrymen have lived and died, to the end that we may not only be a nation under God, but a world under God.

The promise made by the Almighty to His children in Old Testament times we hold to be valid still today:

"If my people who are called by my name humble themselves, and pray and seek my face, and turn from their wicked ways, then I will hear from heaven, and will forgive their sin and heal their land." (II Chronicles 7:14)

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# The Editor's Page

## INDEPENDANCE DAY

Independance Day which our nation celebrates on July 4th is one of the most important days in our national history. It commemorates the day a brave, young country courageously and proudly announced to the world that it was cutting loose from its mother country and henceforth would stand on its own two feet as a nation. Thus our nation took its place among the family of sovereign nations.

The fourth of July is a day when thoughtful citizens pause to reflect on the priceless heritage that is ours and to remember the price that was paid in order that we might enjoy the privileges of a free people.

It is a time when Christians throughout this land ought to think very seriously about the meaning of Christian patriotism, remembering that the kind of patriotism that is the strength of a nation is something far deeper than flag waving and parade strutting.

The Christian patriot will remember that the nation is "under God" and therefore under obligation to humbly acknowledge that fact, obey His law and work as His minister.

The Christian patriot will insist on measuring the conduct of the State by the same standard of righteousness used in measuring his personal conduct, under God's law.

He will avow emphatically that Jesus Christ is as much the "Prince of the Kings of the Earth" as He is Head of the Church or Savior of the soul; that "take my yoke upon you" applies to the nation as well as to individuals, and that God's law must hold in every sphere.

The Christian patriot will give serious consideration to that which is his duty in contributing to the nation's good and will ask in return only that which is fair and just. He will shrink from parasitism in all its forms and manifestations and will



despise mere opportunism in either national or international affairs.

He will be as desirous for the nation to win distinction by service as he is for the individual to do so, and will crave for the state the possession of the same altruistic or benevolent ideals that he seeks for himself.

No Christian patriot will want this day to pass without thanking God for the privilege of living in this favored land of freedom and unparalleled opportunity without a prayer to God that the unalienable rights of life, liberty and the pursuit of happiness set forth in our Declaration of Independence and guaranteed by the Bill of Rights in our national Constitution may be vigilantly protected under the Stars and Stripes forever.

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\*\*\* Despite the scientific findings revealing that there is a causative relationship between cigarette smoking and lung cancer, smoke-happy U. S. human incinerators burnt up some 410 billions of cigarettes in 1957. Total filters smoked was 155 million, an increase in filter sales of 42 percent over 1956.

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(Second class mail privileges authorized at Pittsburgh, Pennsylvania)



# STATEMENT IN SUPPORT OF S 582 AGAINST LIQUOR ADVERTISING

*(Before The Interstate and Foreign Commerce Committee of the United States Senate)*

J. Renwick Patterson

Mr. Chairman and members of this honorable committee: I am the executive secretary of the National Reform Association and the editor of its organ, the *Christian Statesman*. My office address is 209 Ninth Street, Pittsburgh 22, Pa.

The National Reform Association views with grave apprehension the advertising of alcoholic beverages. A resolution adopted by the Association at its most recent annual meeting held in Pittsburgh, Pennsylvania, on the evening of November 14, 1957, reads as follows:

"We call upon our legislators to enact laws which will prohibit all liquor advertising as it is related to interstate commerce."

The term "liquor" used in this resolution is meant to include all types of alcoholic beverages.

We are opposed to the advertising of alcoholic beverages because of the inherently dangerous character of beverage alcohol in its effects upon man. We are not concerned about dollars. We are concerned about people.

The dangerous character of beverage alcohol in its effects upon man is revealed in the fact that alcoholism is one of the major problems facing our country today. The only known cause of alcoholism is the consumption of alcohol. No total abstainer ever becomes an alcoholic. Alcoholic beverages are advertised in the endeavor to induce more people to consume more alcoholic beverages. The alcoholism problem grows proportionately as the number of consumers increases. That alcoholism is a growing problem is revealed in the January 13, 1956 issue of *U. S. News and World Report*, from which I quote:

"In the last 13 years rates of alcoholism have risen 45 percent among men and 52 percent among women, according to a survey by the Yale University Center of Alcohol Studies...The most recent estimates: 4,589,900 alcoholics in the United States, of whom 705,000 are women."

To this I wish to add that in addition to the 4,589,000 alcoholics, there are 3,000,000 problem drinkers, according to the same survey, most of whom become addictive drinkers or chronic alcoholics.

In view of the effects of alcoholic beverages upon the individual and upon society we believe it not to be in the best interest of the public welfare to saturate the public mind with beverage alcohol advertising. We believe it to be especially detrimental to the public good when such advertisements are carried into the home by the media of television, radio, magazines and newspapers by which all ages are reached. We believe it not to be in the best interest of our children and youth to turn our living rooms into salesrooms for alcoholic beverages. We believe it is improper on the part of a government to permit the unwarranted brainwashing effect of such advertising on young and old alike, resulting in the degradation and wreckage of the human personality by the millions.

We believe the mass mind-conditioning of the populace to the acceptance of any vice to be improper. We believe the exploitation of a vice or weakness of the human individual to be a scandal condemned by the basic laws of morality. We believe that America's most priceless possession is her boys and girls. We believe it is the business of society to educate them, to shield them from exist-



ing evils and, in so far as possible, to remove the evils.

Furthermore, we believe that the instruction required in the public schools by the school codes of our several states regarding the effects of alcoholic drinks and narcotics upon the human system is largely nullified and made non-effective by the contradictory effect of the colorful, glamorous and enticing advertising of alcoholic beverages, portraying them as belonging to the American way and as an essential for gracious living.

Beer consumption in the United States has grown from 32,266,039 barrels in 1934 to 84,900,000 barrels in 1957. There is no question but that advertising played a major part in this increase.

Furthermore, the brewers, according to a survey made by *Modern Brewery Age* in 1955, spend more of their advertising budgets for television than for any other media. According to the survey as reported in the April 14, 1958 issue of *Advertising Age*, television represented 21.4% of the total, radio 20%, point of purchase 20%, outdoor 15.9%, newspapers 13.8% and miscellaneous 8.9%. Edward P. Lahey, president of the United Brewers Foundation, recently estimated that the brewing industry now spends \$200,000,000 annually for national, regional and local advertising as reported in the above issue of *Advertising Age*. Applying the percentages given, this would mean that 41.4% of the total advertising budget of the brewers, or some \$82,800,000, is going into television and radio advertising. Now, children may not read newspapers and magazines to any great extent although they may leaf through them occasionally, but they do watch television and they do listen to radio. Many of them spend hours at it. Thus, at the most impressionable age, children are being saturated with beer and wine commercials. The news telecasts, in the Pittsburgh area at least, are interspersed with beer commercials. Sports events, which youth likes to watch on television or hear on radio, are interspersed with the commercials extolling the so-called qualities of the brand of beer made by the sponsor. With television sets now in 83% of our American homes

the bulk of our youth are exposed daily, not only by ear but also by eye, to this infiltration of the mind—this conditioning of them to an acceptance of alcoholic beverages as a harmless social practice and a necessary and normal part of life.

In addition to the \$200,000,000 reportedly being spent by the brewers in advertising, the distillers are, according to Francis M. Fitzmaurice, in addressing the National Retail Package Stores Assn. last November in Miami Beach, Florida, spending \$110,000,000 a year in advertising and sales promotion. Of this expenditure he estimated that 27% was going into national magazine advertising, 43% into local newspaper advertising, 10% into local outdoor and transportation advertising and 20% into point of purchase advertising. This would indicate that the bulk of this advertising expenditure is going into media which goes into the home—magazines 27%, newspapers 43%—making a total of 70% of the distillers' advertising dollar being poured into "home" media.

The opposition to this bill will deny that there is any intent in their advertising to influence youth or to encourage them to drink. They cannot deny, however, that their advertising is slanted toward the home nor that they are intent upon winning the woman of the home and of finding acceptance in the family group.

This invasion of the home with publicity and advertising glamorizing the use of alcoholic beverages will increase unless governmental action is taken to prohibit it. The radio and television industry through an editorial which appeared in the October 28, 1957 issue of its business weekly, *Broadcasting*, published here in Washington, has already made overtures to the distillers to begin the advertising of distilled spirits on television and radio.

Dr. Ernest Dicter, president of the Institute for Motivation Research, speaking at a liquor industry luncheon sponsored by *Esquire* in New York City on January 22, 1958, as reported in *Advertising Age*, January 27 issue, called for "a revolutionary reappraisal of liquor

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# REDS HOPE WE'LL SPEND OURSELVES INTO DESTRUCTION

Walter McCarroll, D.D.

A special committee appointed by the President has brought in a horrendous report which warns us that the nation is "in the gravest danger in its history" and can stave off "catastrophe" only through an all-out defense buildup.

The remedy? Why, of course, the expenditure of an extra 8 to 9 billion dollars. This scares the professional educators and they come up with a plan for Federal aid to education which will call for the expenditure of 1 billion dollars the first year, to increase yearly till it reaches 4 to 5 billion dollars a year, and make a few bureaucrats in Washington the virtual dictators of our 48 State systems of education.

How many can the supposedly top brains of our nation get?

What is the real threat to our nation from the Communists? Is it a frontal military attack with missiles and atom and hydrogen bombs in which they seek to destroy our industrial machine and lay waste large sections of our country? They are not such fools. They want to take over our country all right but they want to take it over intact with its tremendous productive facilities.

This they are preparing to do by infiltration and, when the time is ripe, to seize power by a well-drilled, ruthless corps of American Communists who will be just as cruel as any in Russia or China. The masters of the Kremlin must be splitting their sides with laughter at the way we have fallen headlong into their trap and are spending ourselves into bankruptcy. Remember that in 1920 Lenin prophesied that the United States would spend itself into bankruptcy.

Here is what Dean Clarence Manion says:

"Let us face it—the Communists have tricked us into a prolonged policy of certain self-destruction. They have deceived us into sham battles which bring us to the wrong places with the weapons that destroy only ourselves."

The report of the American Bar Association to the association convention in London last July 25, as to the strategy and objective of the Communists, should be read and digested by every American. See the article by Manion in the December issue of Mercury magazine. J. Edgar Hoover seems to be a voice crying in the wilderness or our leaders would pay more attention to his warnings.

The terrifying thing is that so many of our leaders in church and state are helping the American Communists to realize their detailed objectives, either through ignorance of the real character of the Communists or because they are dominated by a secular philosophy. On our money we say "In God We Trust," but in our foreign policy as in our domestic we seem to say "In Money We Trust" and in the armaments that money will buy.

The Psalmist said, "There is no king saved by the multitude of a host: A mighty man is not delivered by great strength. A horse (or a hydrogen bomb) is a vain thing for safety. Neither doth he (it) deliver any by his great power."

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## ANIMALS CAN BE BOOZERS TOO

George Cornell, writing out of New York for the Associated Press, reports that a "drunkard acts like a drunkard, even if he's a lamb, and the same goes if he's a dog, mule, pig, ape or bug".

He is reporting on the findings of Dr. Maurice Pruitt of Chattanooga, Tenn.,



a specialist in treating addiction to drugs or alcohol. Dr. Pruitt has amassed many case histories of animal dope fiends and boozers. He has found that the denizens of the animal kingdom, any of them, can become chronic alcoholics, just like human beings, and they react in about the same way — bad.

"People — or animals — drink and they drink. They drink today because they drank yesterday. It's a physical affliction — not a character defect."

Dr. Pruitt backs up his position by trotting out a whole stable of instances in which nature's simple beasts become sots and drug cravers, with accompanying habits of riotous living.

Their reactions to the consumption of alcohol he finds are very similar to those in man. "They neglect their responsibilities."

Even the birds and bees do it, he said, as well as the ordinarily industrious ant. Regarding bees, Dr. Pruitt cited some hives in Tennessee that began feeding on a moonshine still, "As a result" he said, "they neglected their work, didn't gather enough honey, and when winter came, they began dying out".

## STATEMENT IN SUPPORT OF S582

(Continued from page 4)

advertising, merchandising and promotion." Dr. Dieter, speaking as he was to the industry, was not telling those within the industry how to compete with one another in the promotion of brands. He was telling the industry what to do in order to promote greater sales and consumption. Among ten things he listed that could be done to "bring about the needed revolution, destined to lead to higher liquor sales", he urged the industry to "Recognize the importance of the *home* and *home entertainment* as a major source of drinking habits and drinking needs. Use symbols of the hearth and warm interpersonal relationships." "Find ways and means," he said, "to encourage the present trend toward a greater equality between man and woman through new promotions and merchandising techniques."

As a means of further penetrating the home he suggested that "direct mail pieces cleverly involving the woman wouldn't face legal prohibitions."

On the same day Miss Bernice Fitz-Gibbon, as reported in the same issue of *Advertising Age*, speaking before the United Brewers Foundation in Miami, Florida, told the brewers to create in their advertising a vision of beer as a "mild mellow, a gentle loosener of the tongue," that "brings a magical sense of communication and intimacy" to family living. She told the brewers that beer sales will soar if American women can be made to think of beer as a household staple, as the French think of wine.

She gave what she considered a valid reason for having beer on the family dinner table, "the salutary effect this fun-filled evening hour will have on the psychic health of the household." She said, "The *family* that drinks beer for dinner every night at a long leisurely dinner, with the *family* gathered around the table, will have a warmer, wittier and more wonderful home life than will the hurried, non-beer-drinking family that grabs a bite, gulps and gallops out into the night." "With beer-drinking families" she said, "there's badinage, raillery, banter, jollity. Everybody is looking for a laugh. . . . Maybe the wit won't always be flashing or laced with wisdom . . . but the tension will wilt."

Well, that's an interesting picture if it were true. But, members of the committee, I am acquainted with some non-beer drinking families, and I am acquainted with some beer drinking families. And so far as my limited experience goes that is not the general picture. Beverage alcohol is a *creator*, not a *solver* of problems. Whether you are dealing with the individual, with the family, or with society at large, alcohol is a creator of problems. It encourages all kinds of problems. It encourages alcoholic addiction, drunkenness, broken homes, moral laxity, physical and mental deterioration, highway accidents, and a host of other problems. It does not solve any of them.

Alcohol always has been and still is the enemy of the home. Gentlemen, the time has come for this invasion of the home with alcoholic beverage advertis-



ing to be stopped. That which in the language of the Bible produces 'woe, sorrow, contentions, babblings, wounds without cause, redness of eyes, utterance of perverse things,' ought not to be encouraged either in the home or out of it by the pressures and suggestions of glamorized advertising. There is today almost no escape from exposure to attractive examples of the social acceptance of the use of alcoholic beverages. Our highly impressionable young people are most endangered by it. The welfare of our youth demands that this advertising cease. The welfare of our homes demands that it cease. The welfare of our nation demands that it cease.

We respectfully urge the members of this honorable committee to favorable action on this bill, S 582, so that the members of Congress — the representatives of the people — may have an opportunity to consider it and act upon it. Thank you.

#### FOURTH OF JULY PROCLAMATION

*(Continued from page 1)*

As president of the National Council of Churches, on authority of its General Board, I call upon all of our churches to encourage appropriate observance of Independence Day. We urge that people in every community come together that they may worship their Maker and solemnly commemorate the historic principles by which our founding fathers established our great Republic.

The Fourth of July should be a day of gratitude, reminding us of the noble inheritance we have received from those who lived before us, and of the costly sacrifices that have been made both on the

field of battle and in the vocations of civilian life, in behalf of the doctrine that all men are created free and equal. Let us eradicate from our national life all that is contrary to that doctrine, whether it be racial, religious, or economic injustice.

It should be a day of contrition also—a time when we recognize our share of the common guilt of nations for the war and strife that have beset our generation. At the same time that we face realistically the treachery and duplicity of global powers that would destroy everything we know of freedom, we would call for a re-examination of all trade and armament policies of our own that might lead to international fear and misunderstanding, lest we trust too much in the weapons of the flesh and not enough in the armor of the spirit.

Above all, we would charge men and women in every walk of life to dedicate themselves personally and collectively to holy living, turning from the insobriety, obscenity, and carelessness of conduct which mar our good name among the nations. Especially would we appeal to the churches to re-energize the religious faith of the nation, so that once again there may be established in every home a family altar, where fathers and mothers and children may bow daily before the God and Father of our Lord Jesus Christ in supplication for the land that we love. Let it be our prayer that there may be fostered among our people the spirit of true religion, and of patriotism at its noblest and best, so that the glories of America's cities and countryside alike may gleam undimmed by human tears.

*(Abbreviated from the proclamation by Edwin T. Dahlberg, D.D., President of the N. C. C.)*

I hereby give, devise and bequeath to the NATIONAL REFORM ASSOCIATION  
(incorporated under the laws of the Commonwealth of Pennsylvania),

#### FORM OF BEQUEST

the sum of.....dollars (.....)

(In case a testator wishes to leave some particular asset or piece of property instead of a sum of money he can do so by inserting a clear and sufficient description of it in place of words "the sum of," etc.)

## FROM THE STUDY WINDOW

David M. Carson

Head of the Department of Political Science, Geneva College

It is the current fashion among a small but vocal set of writers to point out realistically the faults of the human race and to use them as arguments against democracy. They remind us of man's limited knowledge, of his basic selfishness, and then ask "Can such a being be trusted to govern himself?" They illustrate the stupidity and the cupidity of the human race, then sigh over the folly of democracy.

The opinion is not new. It has flourished wherever democracy has been tried. Plato, discouraged with Athenian democracy, proposed a small group of philosophers as rulers. Cromwell, frustrated by Parliament, took dictatorial powers. Hitler, disgusted with the paralysis of post-World War I Germany, made himself Der Fuhrer. Russia, theoretically governed by a democratic proletariat, actually is ruthlessly controlled by dictatorship, "on behalf of" the working man. In fact, the American Constitution as originally adopted in 1787, was not uninfluenced by Alexander Hamilton's opinion that "Your people, sir, is a great beast."

Such criticisms of mankind are a valuable corrective to an overly optimistic view of human nature. Often democracy has been defended on the grounds of the basic goodness of man—and we recognize that this is an unrealistic picture of ourselves.

Though the cynic is right about men, however, each of the solutions proposed has a built-in problem: "Who watches the watchers? What way is there to be sure that the dictator or the governing class will govern well?" Even Plato had no real answer to that question, and assumed that his ideal state would soon degenerate. Who checks on a Hitler or a Khrushchev? In fact, there is no form of government so foolishly idealistic as dictatorship—for

it *assumes* the perfection of the dictator.

I would like to suggest that one of the best arguments *for democracy* is this very truth of the evil nature of man. For we as Christians must agree that man is basically limited both in wisdom and in goodness. No sharper reminders of this are to be found anywhere than in the Bible. And when, to the normal frailty of man, there is added the temptation of power—many are the testimonies to man's inability to resist the temptation. If then no man can trust another to govern him, let *all watch all*. Thomas Jefferson said, in his first inaugural address:

Sometimes it is said that man cannot be trusted with the government of himself—Can he then be trusted with the government of others?

Take our own government as an example: We give great power to our government officials, but we have established orderly and regular processes for removing officials from power. We entrust our president with powers many a dictator might have envied, but every four years we hold him accountable for the use of that power. We all, in other words, govern our governors.

The Bible, it is true, makes no strong statements about the forms of government. But in the discussions at the time of the establishing of a king in Israel, there seems a definite suggestion that the preferable form of government was one in which power was not given to one man but was more directly exercised by the people, under God.

Certainly the Bible doctrine of man is a strong argument against the concentration of power. The Christian agrees with the cynic about the sinfulness of man; but finds in that very agreement an argument for and not against democracy.